

# 2020 ENVIRONMENTAL STEWARDSHIP AWARD

NOMINATION PACKET

ENVIRONMENTAL  
STEWARDSHIP  
AWARD







## AWARD PROGRAM

For centuries, cattle producers have had a personal relationship with the nation's land and resources. They have assumed the responsibilities and risks of investing their lives to protect and conserve the environment. Producers depend on the land and its resources for their livelihood. Therefore, good management demands they care for the environment for their own welfare as well as for future generations.

Cattle producers, as individuals and as an industry, are actively working to protect and improve the environment, because they know environmental stewardship and good business go hand-in-hand.

Since 1991, the Environmental Stewardship Award annually recognizes outstanding stewardship practices and conservation achievements of U.S. cattle producers across the nation. Regional and national award winners have been commended for their commitment to protecting the environment and improving fish and wildlife habitats while operating profitable cattle operations.

A common trait among all winners is the desire to leave the land in better condition for future generations and inspiring the next generation of land stewards. While the program highlights stewardship,

it also provides fellow cattle producers with examples and ideas which may be useful on their own farming and ranch operations.

The Environmental Stewardship Award is an initiative of the National Cattlemen's Beef Association and the National Cattlemen's Foundation, and is funded by Corteva Agriscience, McDonald's and the Natural Resources Conservation Service (NRCS) of the U.S. Department of Agriculture along with a partnership with the U.S. Fish and Wildlife Service.

Award winners are selected annually by a committee of representatives from universities, conservation organizations, and federal and state agencies. For guidance, the judges consider the management of water, wildlife, vegetation, air, and soil along with leadership abilities and the sustainability of the business as a whole.

Nominations can be submitted by any organization, group or individual on behalf of a U.S. cattle producer. In the past, nominations have been submitted by a diverse mix of organizations. A partial list includes: The Nature Conservancy, NRCS, Society for Range Management, state game and parks services, state extension services, universities, wildlife organizations, and livestock groups.

## AWARD TIMELINE AND EVENTS

### APPLICATIONS DUE: MARCH 6, 2020

- **May 2020:** The Selection Committee meets to determine the regional winners. These winners are personally notified shortly thereafter, but are not publicly announced.
- **June 2020:** Our video crew begins to visit each of the 2020 regional winners' operation.
- **July 2020:** Winners are publicly announced and honored at the Cattle Industry Summer Conference; the 2020 debuts. One night's stay provided to regional winners.
- **Fall 2020:** Selection Committee picks the next national winner.
- **February 2021:** All seven regional winners are expected to attend the 2020 Cattle Industry Convention in Nashville, Tenn. Travel and registration will be paid by the Environmental Stewardship Award for two people.



*"Caretakers of the Land" bronze gifted to National winner.*

# PAST WINNERS

## - 1991 -

I  
Don Duff  
Chavies, KY  
II  
Adams Ranch  
Mike Adms  
Fort Piecre, FL  
III  
Littrell Farms  
Terry Littrell  
Thompson, MO  
IV  
Spur Headquarters Ranch  
O.J. Barron, III  
Spur, TX

### **Pitchfork Ranch Co. Jack Turnell Meeteetse, WY**

VI  
Canyon Creek Ranch  
Robert H. Mackey and Son  
Alturas, CA  
VII  
Grant Country Feeders  
Marc Roth  
Ulysses, KS

## - 1992 -

I  
Waffle Hill Farm  
L.R. Sayre  
Churchville, MD

II  
Crescent B Ranch  
Fred C. Babcock  
Punta Gorda, FL

III  
Gerard Farms  
Jeff Gerard  
Spring Grove, MN

### **Muleshoe Ranch LTD John R. Anderson Gail, TX**

IV  
Smith Six Bar S Ranch  
Maynard Smith  
Glen, MT

VI  
Oak Ranch  
William M. Riggs, Jr.  
Wilcox, AZ

VII  
Reed Hamilton Ranch, Inc.  
David Hamilton  
Thedford, NE

## - 1993 -

I  
Vosburg Farm  
Jan and Nellie Lou Vosburg  
Climax, MI

II  
Ridgefield Farm, Inc.  
Steve Witmire  
Brasstown, NC

III  
Douglas Center Stock Farm  
Ralph and Joyce Neill  
Corning, IA

IV  
Nokes Farm, Inc.  
Lynn and Linda Nokes  
Siloam Springs, AR

V  
Yamsi Ranch  
Dayton and Gerda Hyde  
Chiloquin, OR

VI  
Rafter F. Cattle Co., Inc.  
Roger and Debbie Bowe  
San Jon, NM

### **Smith Ranch Co. E. Smith Wallace, KS**

## - 1994 -

I  
Seldom Rest Farms  
Bruce and Scott Foster  
Niles, MI

II  
Rafter T Ranch  
James Wohl  
Avon Park, FL

III  
Gruben Farms  
Clay Gruben  
Summersville, MO

IV  
Spade Ranch  
Wesley Welch  
Lubbock, TX

### **Picabo Livestock Co. Bud N. and Ruth Purdy Picabo, ID**

VI  
Carrizo Valley Ranch  
Sid Goodloe  
Capitan, NM

VII  
Knobbe Livestock Sales  
Harry and Doris Knobbe  
West Point, NE

## - 1995 -

I  
Antietam Farms  
Bill and Mary Poffenberger  
Sharpsburg, MD

II  
G.W. Jones and Sons  
Raymond B. Jones, Sr.  
Huntsville, AL

III  
Oak Creek Farm  
Dave and Corrine Williams  
Villisca, IA

### **Heritage Beef Cattle Co. Joe R. Weatherly Wheeler, TX**

IV  
Sitz Angus Ranch  
Donna Sitz  
Harrison, MT

VI  
Babbitt Ranches  
William Cordasco  
Flagstaff, AZ

VII  
Clarence Mortenson  
Pierre, SD

## - 1996 -

I  
Mossy Creek Farm, LP  
Ernie Reeves  
Mt. Solon, VA

II  
Holmestead Co.  
Charles Holmes  
Marion, AL

III  
Wiese and Sons  
Gene Wiese  
Manning, IA

### **Lee Ranch Co. Robert E. Lee Judith Gap, MT**

VI  
Allan Smith Ranch  
Allan and Shirley Smith  
Duchesne, UT

VII  
Double M Farms Inc.  
Dick and Eileen Mercer  
Kearney, NE

## - 1997 -

I  
Triple W Farm  
Mark, Edward and Scott  
Williams  
Marion, KY

II  
Honeywood Farm  
Edward C. Mitchell  
Barnesville, GA

III  
Lubben White Oak Farms  
Dave Lubben  
Monticello, IA

IV  
Dunkin Farms and Rafte D.  
Corp  
John Dunkin  
Tulsa, OK

### **Three Quarter Circle Ranch Tony Malmberg Lander, WY**

VII  
Vigen Ranch  
Wendell Vigen  
Killdeer, ND

## - 1998 -

I  
Rally Farms  
Jesse M. Bontecou  
Millbrook, NY

II  
Poplar Hollow Farms, LLC  
Charles Bryson  
Brevard, NC

III  
Greig and Co., Inc  
Joe Greig  
Estherville, IA

### **Matador Cattle Co. Susan Marxer Dillon, MT**

VII  
D. Jones Ranches  
Ralph Jones  
Midland, SD

## - 1999 -

I  
Bartlett Island Farm  
David Rockefeller  
Mt. Desert, ME

II  
Lykes Brothers, Inc.  
Michael A. Milicevic  
Lake Placid, FL

III  
Amana Farms, Inc.  
John McGrath  
Amana, IA

IV  
Neill Cattle Co.  
Joe Neill  
Afton, OK

### **Anderson Farms and Cattle Co. Edwin A. Anderson Longmont, CO**

VI  
Blanchard Ranch  
Bob and Terri Blanchard  
Avila Beach, CA

VII  
Rhea Cattle Company, Inc.  
William Rhea  
Arlington, NE

## - 2000 -

I  
Gregg Ritter  
Glasgow, KY

II  
Gaddis Farms  
Ted Kendall III

Bolton, MS

III  
Triple U Ranch  
Nathan Utesch  
Correctionville, IA

IV  
Morgan Cattle Company  
Ralph Morgan  
Chickasha, OK

V  
Hanson Livestock, Co.  
Dan Hanson, Jr.  
Lusk, WY

VI  
Johnson Land and Livestock  
Darrell Johnson  
Rush Valley, UT

VII  
Cammack Ranch Supply  
Gary Cammack  
Union Center, SD

## - 2001 -

I  
Church's Grove Farm  
Zack and Yvonne Sautley  
Frankfort, KY

II  
Barthle Bros.  
Larry Barthle  
San Antonio, FL

### **Iowa River Ranch Dave D. Petty Eldora, IA**

IV  
Holcombe Farms  
David and Gayla Holcombe  
Jay, OK

V  
Milesnick Ranch  
Tom and Mary Kay Milesnick  
Belgrade, MT

VI  
Smith Valley Cattle Feeders/  
Centennial Livestock  
Dave Wood  
Colinga, CA

VII  
Nagel Cattle Company  
John M. Nagel  
Springfield, SD

## - 2002 -

I  
Armstrong Farms  
John and Kathy Allen  
Saxenburg, PA

II  
Wakefield Farms LLC  
Asa Phillips, Jr.  
Hartwell, GA

III  
Brad Z Ranch  
James M. Bradford  
Guthrie Center, IA

IV  
The Goodson Ranch  
Larry Cannon  
Blackwell, OK

V  
Sieben Livestock Co.  
Chase Hibbard  
Helena, MT

VI  
Y Bar D Ranch  
George and Sharon Yard  
Williams, AZ

### **Kelly Ranch LLC Mike, Dan and Tom Kelly North Platte, NE**

## - 2003 -

I  
Llangollen Farms  
John Wilkins  
Middleburg, VA

II

Carlton 2 x 4 Ranch  
Dr. Barbara C. Carlton  
Arcadia, FL

III  
M and M Cattle Company  
Matt Mathews  
Carthage, MO

IV  
Canyon View Farms  
Frank and Shirley Austin  
Geary, OK

V  
Frasier Farms  
Marshall Frasier  
Woodrow, CO

### **Work Ranch George and Elaine Work San Miguel, CA**

VII  
Barenthsen Red Angus  
Mark Barenthsen  
Powers Lake, ND

## - 2004 -

I  
McElhaney Stock Farms  
Richard McElhaney  
Hookstown, PA

### **Williamson Cattle Co. Wes Williamson Okeechobee, FL**

III  
White Family Farms  
Craig White  
Estherville, IA

IV  
Chain Land and Cattle Corp.  
Ralph Chain  
Canton, OK

V  
Barthelme Ranch Corp.  
Leo Barthelme  
Malta, MT

VI  
DC Cattle Company LLC  
David Cook  
Globe, AZ

VII  
Roise Ranch  
Dustin Roise  
Powers Lake, ND

## - 2005 -

I  
Lil' Ponderosa  
Robert Boyce  
Carlisle, PA

### **Lightsey Cattle Co. Carey Lightsey Lake Wales, FL**

III  
Faris Farms  
Lee Faris  
Mount Ayr, IA

IV  
Richards Ranch  
Brent Hackley  
Jacksboro, TX

V  
Sims Cattle Company, LLC  
Scott and Shannon Sims  
McFadden, WY

VI  
Prather Ranch  
Jim Rickert  
Fall River Mills, CA

VII  
Gates Angus Ranch  
Gene Gates  
Coldwater, KS



# PAST WINNERS

## - 2006 -

I  
Blight Farms, Inc.  
Kenneth and Sue Blight  
Albion, MI

II  
Hayston Farms  
Fred W. Greer, Jr.  
Mansfield, GA

III  
Clan Farms, Inc.  
Nicholas Hunt  
Atlantic, IA

IV  
San Pedro Ranch  
Joseph and Blair Fitzsimons  
San Antonio, TX

V  
**Thaler Land and Livestock Co.**  
**Dennis and Sandra Thaler**  
**La Grange, WY**

VI  
Diablo Trust Ranches  
Robert and Judy Prosser  
Winslow, AZ

VII  
Brown's Gelbvieh Ranch  
Gabe Brown  
Bismarck, ND

## - 2007 -

I  
Sunrise Club Calves  
Paul and Beth Winegard  
Shippenville, PA

II  
Dee River Ranch  
Mike and Annie Dee  
Aliceville, AL

III  
Oak Knoll Ranch  
Leon Kreisler  
Salem, MO

IV  
Roaring Springs Ranch  
Stacy Davies  
Frenchglen, OR

V  
**Yolo Land and Cattle Co.**  
**Henry, Scott and Casey**  
**Stone**  
**Woodland, CA**

VI  
Alexander Ranch  
Ted Alexander  
Sun City, KS

## - 2008 -

I  
Sennett Farms Cattle Co.  
Clark Sennett  
Waynetown, IN

II  
**Yon Family Farms Inc.**  
**Kevin and Lydia Yon**  
**Ridge Spring, SC**

III  
Guge Family Farms  
Mark Guge  
Estherville, IA

IV  
Bradley 3 Ranch  
Mary Lou Bradley  
Childress, TX

V  
Veseth Livestock Co.  
Dale Veseth  
Malta, MT

VI  
Babacorami Ranch Co., LLP  
Ben Brophy  
Sonoita, AZ

VII  
Hovde Ranch LLP  
Lynn and Patti Hovde  
Alexander, ND

## - 2009 -

I  
Young Cattle Company  
Rick and Jayne Young  
Belmont, OH

II  
Greenview Farms, Inc.  
Jonny Harris  
Screven, GA

III  
Eckenfels Farm  
Robert Eckenfels  
Ste. Genevieve, MO

IV  
Melissa Feeders  
Dr. Mark Quinn, DVM  
Melissa, TX

V  
Pape Ranches  
Norman Pape  
Daniel, WY

VI  
**Leavitt Lake Ranches**  
**Darrell and Callie Wood**  
**Vina, CA**

VII  
Daybreak Ranch  
Jim Faulstich  
and Adam and Jacquie Roth  
Highmore, SD

## - 2010 -

I  
Cleremont Farm, G.P.  
Carl J. Lindgren  
Upperville, VA

II  
Deseret Cattle and Citrus  
Erik Jacobsen  
St. Cloud, FL

III  
**Couser Cattle Company**  
**Bill D. Couser**  
**Nevada, IA**

IV  
JA Ranch  
J.K. "Rooter" Brite  
Bowie, TX

V  
Mesa De Maya Inc.  
John A. Doherty  
Joe and Lisa Doherty  
Branson, CO

VI  
T.N. Ranching Company  
Butch and Jeanie Jensen,  
Price, UT

VII  
Sproul Ranch  
Bill and Peggy Sproul  
Sedan, KS

## - 2011 -

I  
**Masonic Village Farm**  
**Gerald L. Tracy**  
**Elizabethtown, PA**

II  
Daigle Farms  
David R. Daigle  
Ragley, LA

III  
Matador Ranch  
Bob Kilmer  
Matador, TX

IV  
M and M Feedlot  
Kent Mann  
Parma, ID

V  
Della Ranches  
Jay Tanner  
Grouse Creek, UT

VI  
Center of the Nation Cattle Co.  
Jeff and Kim Smeenk  
Newell, SD

## - 2012 -

I  
Glenowen Farm, LLC  
Joseph Thomas  
Alexandria, VA

II  
Circle Square Ranch  
E.L. Strickland  
Ocala, FL

III  
Funk Farms Trust  
Koons Family and Bangert  
Family  
Shirley, IL

IV  
**77 Ranch**  
**Gary and Sue Price**  
**Blooming Grove, TX**

V  
Bold Ranch  
Robert and Annette Bold  
Winifred, MT

VI  
Sparrowk Livestock  
Jack and Beverly Sparrowk  
Clements, CA

VII  
Slovak Ranch  
Bill and Pennie Slovak  
Philip, SD

## - 2013 -

I  
Mountain Meadows Farm  
Amiel Cooper, Brian Kemp  
Sudbury, VT

II  
Kissimmee Park Properties  
J. Shane Platt, Carol Platt and  
Family  
Kissimmee, FL

III  
Bittersweet Acres  
Greg and Lola Wood, Chris  
Wood  
Greenville, IA

IV  
**Frank and Sims Price Ranch**  
**Frank Price**  
**Sterling City, TX**

V  
Padlock Ranch  
Wayne and Judi Fasholtz  
Ranchester, WY

VI  
Kualoa Ranch  
John Morgan  
O'ahu, HI

VII  
Switzer Ranch/Calamus  
Outfitters,  
Morgan Ranch  
Switzer and Morgan Families  
Burwell, NE

## - 2014 -

I  
Sherwood Acres Farm  
Jon and Sylvia Bednarski  
LaGrange, KY

II  
Two Rivers Ranch  
Robert M. Thomas and  
Family  
Thonotosassa, FL

III  
Nichols Farms LTD  
Dave and Phyllis Nichols,  
Lillian Nichols  
Bridgewater, IA

IV  
Rocosa Ridge Ranch  
Bruce and Barbara Berg  
Dallas, TX

V  
Wineinger-Davis Ranch  
Russell and Tricia Davis  
Ordway, CO

VI  
Conlan Ranches California  
True Grass Farms  
Guido Frosini  
Valley Ford, CA

VII  
Rock Hills Ranch  
Lyle and Garnet Perman  
Luke and Naomi Perman  
Lowry, SD

## - 2015 -

I  
Valley View Farms  
Mike and Susan Phillips  
Harrisonburg, VA

II  
Bull Hammock Ranch  
Wes Carlton; Mary Anne  
Cruse  
and Family  
Ft. Pierce, FL

III  
Glenn and Bev Rowe Ranch  
Glenn and Bev Rowe  
Lorimer, IA

IV  
Burnett Ranches, LLC  
6666 Ranch  
Ann Marion; Joe Leathers  
Guthrie, TX

V  
American Fork Ranch  
Stevens Family  
Jed and Annie Evjene  
Two Dot, MT

VI  
**Maggie Creek Ranch**  
**Searle Family; Jon Griggs**  
**Elko, NV**

VII  
Kopriva Angus  
Jim and Karen Kopriva;  
Lee Kopriva; Angela Kopriva  
Raymond, SD

## - 2016 -

I  
Huntingdon Farms  
John and Kathryn Dawes  
Alexandria, PA

II  
Stoney Creek Farm  
Grant, Dawn and Karlie  
Breitkreutz  
Redwood Falls, MN

III  
Turkey Track Ranch  
Dale Smith and Jay O'Brien  
Amarillo, TX

IV  
Cherry Creek Ranch  
Lon and Vicki Reukauf  
Terry, MT

V  
Smith Creek Ranch, LTD  
Samuel Lossing, Duane  
Coombs, Ray Hendrix  
Austin, NV

VI  
**Black Leg Ranch**  
**Jerry and Renae Doan;**  
**Jeremy and Ashlee Doan;**  
**Jay and Kari Doan; Jayce**  
**Doan;**  
**Shanda and Don Morgan**  
**McKenzie, ND**

## - 2017 -

I  
Rusty & Jessie Thomson  
Blue Lake Farm, LLC  
Sharon, SC

II  
Seth & Etta Smith  
SFI, Inc.  
Nemaha, IA

III  
Jimmy & Theresa Sterling

IV  
Sterling Cattle Company  
Coahoma, TX

V  
Scott & Jean Johnson  
Flying Diamond Ranch  
Kit Carson, CO

VI  
**Jim & Jeanni O'Haco**  
**Jim O'Haco Cattle Company**  
**Winslow, AZ**

VII  
Chuck & Deanna Munson  
Munson Angus Farms, LLC  
Junction City, KS

## - 2018 -

I  
**Thunder View Farms**  
**Philip & Richard Coombe**  
**Grahamsville, NY**

II  
Landuyt Land and Livestock  
Mike & Kari Landuyt; George  
& Kris Landuyt  
Walnut Grove, MN

III  
Birdwell & Clark Ranch  
Emry Birdwell & Deborah  
Clark  
Henrietta, TX

IV  
The Hahn Ranch  
Chuck, Dusty and Buck Hahn,  
Cory and Jennilee Bird, John  
Hahn, Dorothy Hahn  
Townsend, MT

V  
Haleakala Ranch Company  
Don Young; Greg Friel  
Makawo, HI

## - 2019 -

I  
Overhome Farm  
Ronnie & Cheryl Nuckols  
Crozier VA

II  
Blackbeard's Ranch  
Jim Strickland  
Myakka City, FL

III  
Didrikson Farms  
Didrikson Family  
Badger, MN

IV  
Killam Duval County Ranch  
David Killam and David  
Kitner  
Freer, TX

V  
Cundall Ranch  
Larry & Ruthie Cundall  
Glendo, WY

VI  
Ute Creek Cattle Company  
Tuda Libby Crews  
Bueyeros, NM

VII  
Blew Partnership  
Blew Family  
Hutchinson, KS

## A - National Winner



## NOMINATION AND SELECTION PROCESS

### THE APPLICATIONS WILL BE JUDGED ON THE FOLLOWING CRITERIA:

Environmental Stewardship Practices, Accomplishments, and Goals

Local, Regional and National Leadership Activities that Improve Conservation, Stewardship and Perception of the Cattle Industry

Endorsements from Cattle Groups, Conservation Organizations and/or Government Agencies  
Economic Viability

Sustainability and Size of the Operation

Applications for the 2020 Environmental Stewardship Award are due March 6, 2020. Any individual, group or organization is eligible to nominate one individual/business who raises or feeds cattle. Individuals and families may not nominate themselves. However, we expect nominees will be involved in the preparation of the application.

Past nominees are encouraged to resubmit their application. Previous regional winners may not reapply.

The full nomination application and directions for its completion are enclosed in this packet. Along with the typed application, one nomination letter and three letters of recommendation highlighting the nominee's leadership in conservation are expected. Nominees do not have to be members of NCBA but should support the objectives of their state and national organization. National membership is strongly encouraged.





# APPLICATION GUIDE

## YOUR 2019 AWARD APPLICATION SHOULD INCLUDE THE FOLLOWING COMPONENTS:

*(Sections I-IV should not exceed 12 pages total)*

### • SECTION I — HISTORY AND DESCRIPTION OF BUSINESS AND ECOLOGICAL CONTEXT

Please identify the name of the business, the individual(s) to be recognized, address, primary contact, Phone/Fax/Email and a map indicating where the operation is located within the state. This section would provide a brief description of the operation's history, business model and ecological setting. What sector(s) of the cattle industry are primary (cow/calf, stocker, etc.)? What other enterprises are associated with the cattle operation? What are the primary ecological features of the landscape (e.g. notable watersheds, geology, topography, climatic zones, water bodies, dominant wildlife species, urban/suburban interfaces and the like)? What natural resources (e.g. mining, hunting/fishing, oil/gas, timber) contribute significantly to the operation's revenue streams? How big are the parcels of land? How much land is owned, leased (federal or otherwise)? How many beef units are raised on the operation? What is the operation's history of ownership and business structure?

### • SECTION II — TELL THE STORY: SUSTAINABILITY ON THE GROUND

This is the most important section of the application. It should present—in a logical, systematic way—the form that “sustainability” takes in the operation's unique ecological, economic, social and regulatory settings. What are the applicants trying to achieve and why? How successful have they been? To what, as it relates to their cattle operation, do they owe their success? The suggested outline that follows is intended to help the nominator organize his/her presentation of the relevant information in a way that embodies the candidate's thoughtful, coherent, practical strategy for achieving long-term sustainability, as it relates to your cattle operations.

#### AREAS OF FOCUS:

##### **Regulatory Context/Setting — Federal, State and/or Municipal Requirements**

Are there specific regulatory requirements that apply to the operations as a whole, or any of its significant components? Examples would include NPDES or state water permits, endangered-species limitations, state-designated water-quality stream segments, TMDLs (Total Maximum Daily Loads), air-pollution non-attainment status and the like. Identify them and explain how they affect the operation's strategic objectives.

##### **Special Challenges and/or Opportunities**

What are the specific challenges and opportunities that the landscape poses for the beef operation and its viability? Examples of resource challenges and opportunities might include groundwater or surface water supply and quality; riparian restoration; native plants, fish and wildlife; invasive species, erodible soils; use of recycled materials; innovations created to protect or enhance natural resources; encroaching land development; reclamation needs; etc. How do these conditions affect the range of tactics, strategies and financial resources that are available to the candidate? What is required to protect or enhance the ranch's environmental conditions and natural resources?

##### **Environmental, Economic, Resource-Management, and Sustainability Goals**

In view of the beef operation's ecological and regulatory settings, unique environmental or natural resource challenges, and special environmental opportunities, what are the candidate's primary goals? Environmental and resource-

conservation goals must be included here, but economic goals that play a vital role in making the environmental goals a practical possibility should also be described.

##### **Partnerships, Strategies, Tactics and Practices**

What did the candidate do to pursue the goals outlined in the previous section? Did the candidate enter into any substantial partnerships or land-management arrangements? Did the candidate enter into any cost-share or incentive programs with agencies or foundations? What educational and/or technical assistance resources did the candidate draw upon for help? What specific practices, structure, and/or management changes did the candidate put in place (e.g. grazing practices, erosion controls, pest management, fish and wildlife habitat enhancement, riparian restoration, etc.) that helped to achieve the operation's sustainability goals?

##### **Outcomes and Accomplishments—benchmarks, data, before/after images, documenting success**

To the greatest extent possible, document the success the operation has had in achieving its sustainability goals. Are there any measurable results? For example, has water or air quality improved? Have endangered-species populations rebounded? Has wildlife harvest, quality, or diversity improved? Does the operation use less (energy, water, imported nutrients) per unit of marketed beef? Are profit margins improving? If appropriate and credible, include any monitoring data, research data, survey data, or photographic evidence that clearly illustrates the operation's progress toward achieving its sustainable objectives.



## APPLICATION GUIDE

### SECTION III — SHARING YOUR ENVIRONMENTAL SUSTAINABILITY STORY

*(200 words maximum)*

This is an opportunity to put environmental sustainability in terms that the consuming public will understand and appreciate. What is unique about the operations's strategies, tactics or successes that will appeal to the average consumer's understanding of sustainable beef production? Why should anyone care what the candidate is doing to protect and enhance the environment and natural resources in the surrounding landscape?

### SECTION IV — LEADERSHIP IN CONSERVATION WITHIN THE COMMUNITY AND THE INDUSTRY

Regional and national winners will become spokespeople for the beef industry, carrying forth the message that cattle producers are committed to good stewardship of the land and to the principles of long-term sustainability. How has the candidate demonstrated the drive and the ability to communicate that message to a skeptical, sometimes hostile public? What leadership has the candidate demonstrated that illustrates an ability to persuade fellow cattle producers to pursue environmental sustainability as a primary business objective? How well would the candidate serve as a spokesperson for the beef industry? How involved is the candidate in the state or national organization?

### SECTION V — LETTERS OF RECOMMENDATION

*(6 pages maximum)*

No more than three letters of recommendation should be included here. These letters should emphasize the nominee's leadership in conservation, land stewardship and sustainability. Recommendation letters can come from fellow cattle producers, local or state organizations, foundations, national organizations, neighbors, friends, biologists, other conservationists, etc. Each letter should be no longer than two pages.

## APPLICATION TECHNICAL GUIDELINES

There is a 20-page limit for the nomination packet that includes: 12 pages for the application, 2 pages for each letter of recommendation (total of 6 pages), and 2 pages for the nomination letter. Please submit electronically, your applications will be printed on an in-house color printer.

Electronic applications are preferred and a complete PDF document is suggested with all the pieces compiled in a single document.

Please do not send nominations in notebooks or binders. Please keep your font size at 12 points. A sample of a winning application from previous years can be found online at [www.EnvironmentalStewardship.org](http://www.EnvironmentalStewardship.org).

**Completed application must be postmarked by March 6, 2020 and sent to:**

**National Cattlemen's Foundation  
Environmental Stewardship Award  
9110 E. Nichols Ave., Suite 300  
Centennial, CO 80112  
303-694-0305 • [esap@beef.org](mailto:esap@beef.org)**



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Drawing on more than 60 years in the Range and Pasture industry as Dow AgroSciences, Corteva Agriscience<sup>™</sup> is the industry leading provider of weed protection solutions. Ranchers can rely on Corteva<sup>™</sup> for best in class herbicides including GrazonNext<sup>®</sup> HL, PastureGard<sup>®</sup> HL, Remedy Ultra<sup>®</sup>, Surmount<sup>®</sup>, Tordon<sup>®</sup> 22K, Milestone<sup>®</sup> and many more. With a dedicated team specializing in Range and Pasture Management, Ranchers can rely on Corteva Agriscience<sup>™</sup> for the expertise they need in a partner, leading products, a robust pipeline, and superb custom services. Visit [RangeAndPasture.com](http://RangeAndPasture.com) for more information including a complete list of range and pasture solutions from Corteva Agriscience<sup>™</sup>.



**United States  
Department of  
Agriculture**

**NATURAL RESOURCES  
CONSERVATION  
SERVICE (NRCS)**

Natural Resources Conservation Service (NRCS) has provided leadership in a partnership effort to help America's private land owners and managers conserve their soil, water, and other natural resources. NRCS employees provide sound, science-based on the ground technical assistance tailored to farmers' and ranchers' specific needs. Participation in NRCS conservation programs and initiatives is voluntary. The USDA is an equal opportunity provider, employer and lender. For more information visit [www.nrcs.usda.gov](http://www.nrcs.usda.gov) [www.usda.gov](http://www.usda.gov).



**U.S. FISH & WILDLIFE SERVICE**

The Partners for Fish and Wildlife Service is the U.S. Fish and Wildlife Service's private lands program. This voluntary program provides financial and technical assistance to ranchers to improve fish and wildlife habitat by providing such things as alternative water sources, fencing, grass seeding, wetland restoration, invasive species control, and riparian/stream restoration. Visit [www.fws.gov](http://www.fws.gov) for more information.



**MCDONALD'S**

McDonald's is the world's leading global foodservice retailer with almost 37,000 locations in over 120 countries and territories around the world. Nearly 90% of McDonald's restaurants worldwide are owned and operated by independent local men and women. McDonald's USA, LLC, serves a variety of menu options made with quality ingredients to more than 68 million customers every day. McDonald's is committed to beef sustainability, and supporting the farmers and ranchers who raise the beef served in our restaurants. We are proud to be a national sponsor for the National Cattlemen's Beef Association's Environmental Stewardship Award Program and help celebrate the producers leading the way toward a more sustainable industry. To learn more about McDonald's sustainability efforts please visit our website and read our Beef Sustainability Report. For more information, visit [www.mcdonalds.com](http://www.mcdonalds.com), or follow them on Twitter @McDonalds and Facebook [www.facebook.com/mcdonalds](http://www.facebook.com/mcdonalds).



**National Cattlemen's  
Beef Association**

**NATIONAL CATTLEMEN'S BEEF  
ASSOCIATION**

The National Cattlemen's Beef Association (NCBA) is the largest organization representing America's cattle industry. Initiated in 1898, NCBA is the industry leader in education, influencing public policy to improve producer profitability and in preserving the industry's heritage and future. Efforts are made possible through membership contributions. To join, contact NCBA at 1-866-BEEF-USA or [membership@beef.org](mailto:membership@beef.org). NCBA promotes common sense and cost-effective practices that can be applied to livestock production to benefit the environment and a healthy bottom line. NCBA has recognized outstanding stewards in the cattle industry for 28 years through the Environmental Stewardship Award program. For more information about NCBA, please visit us at [www.BeefUSA.org](http://www.BeefUSA.org).



**National  
Cattlemen's  
Foundation**

**NATIONAL CATTLEMEN'S  
FOUNDATION**

The National Cattlemen's Foundation represents all cattle producers, agriculturalists and enthusiasts who support the mission: The National Cattlemen's Foundation advances the future of the beef industry with passion and urgency for the benefit of consumers and cattlemen. Providing educational opportunities, leadership, crisis assistance, legacy preservation and research opportunities, the Foundation enables the industry to stay at the forefront of consumers and producers. For information about the National Cattlemen's Foundation, visit [www.NationalCattlemensFoundation.org](http://www.NationalCattlemensFoundation.org), call 303-694-0305 or email [ncf@beef.org](mailto:ncf@beef.org).





*environmentalstewardship.org*

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esap@beef.org

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DEADLINE:

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